

Over A Decade Of Service For WNTC, Looks Ahead To Future

A little over a decade and a half ago a person could turn on his radio and dial 640, but all he would get was silence or static. Since that time a group of Clarkson men got their heads together and decided that it was about time that Clarkson had a radio station so that a person could dial 640 and get music, news, and sports directed at and for the college student. Many other college campuses had their own stations by this time.

At the initial meeting it was also decided that this station should be a joint venture with the Potsdam State students. It was foreseen that many of the men and women of the Teachers College would be interested and would be a benefit to the new station.

A contest was held in the two schools to determine the call letters of the station, the prize being a steak dinner at the Town House. There were literally hundreds of entries submitted. The winner was a Potsdam student who submitted the call letters, WNTC, meaning North's Two Colleges. Since then it has evolved into The Northern Twin Colleges, which incidently was not submitted in the original contest.

For well over a decade the station has operated successfully. A highlight of this period was the broadcast of the Colorado hockey tournament last spring.

Up until this year the entire income of the station has come from its own resources, the sales department. Last spring the Federal Communications Commission ruled that the radiating power had to be lowered. This ruling drastically cut the income due to

advertisements, because of the large decrease in potential to prospective advertisers. The able work of Norm Levine convinced the Clarkson Committee on Student Organizations to subsidize the station so that, financially, broadcasting could be continued.

Since its origin WNTC has been governed by a Board of Directors, the chief officer being the Station Manager. Under the Board of Directors was the staff which performed the actual operation of the station.

Last year there was a change in the organization of the station. Instead of one governing board there are now two; the Executive Board and the Operations Board. The Executive Board, led by the station president, is responsible for all the policy and financial decisions. The Operations Board, headed by the Station Manager, is responsible for all matters concerned with the general operation of the station, and is accountable to the Executive Board.

The station's reorganization took place just prior to the elections for this year's directors. The two officers that are guiding the station under this new system are the President, Charles G. Fish, a Clarkson senior, and Norman Levine, the Station Manager, a junior at Clarkson.

WNTC feels that there is a very bright future ahead of it. It is planned that eventually all dormitory - housed students and many of the Potsdam residents will be able to hear these call letters, "This is WNTC, 640 on your radio dial, the station of the Northern Twin Colleges in Potsdam, N. Y."